



VILLAGE OF DOWNS
EVENTS COMMITTEE
SPECIAL MEETING MINUTES
NOVEMBER 8, 2018
6 PM @ VILLAGE HALL

Village Hall
211 S. Seminary St,
PO Box 18
Downs, IL 61736

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1. Call to Order at 6:04 pm
 2. Roll Call
 1. All present except Linda Roberts, Steve Miller and Fred Myers
 2. Fred Myers arrived at 6:18 pm
 3. Steve Miller arrived at 6:23 pm
 4. Quorum declared to do business
 3. Pledge of Allegiance
 4. Discussion
 1. Finance Overview
 - a. Covered the finance reports
 - b. Talked about advertising – spotify and snapchat
 1. Suggestion that we need to do better with our areas
 2. Don't know how these media areas target
 2. Fright Fest Wrap-up
 - a. Need gift card for the 3 neighbors – restaurants \$25 each
 - b. Need gift cards for security - \$100 and \$75
 - c. Total attendance for HH was 3581
 - d. Un-haunted day was 341
 - e. 1 complaint about the music being too loud or louder than the past
 - f. 14 reviews on Google business – nothing less than 4 stars
 - g. Cyndi will setup a review page on website next year
 - h. Cyndi read the latest review from yesterday
 - i. Student discount went over well and want to do it next year
 - j. Talked about doing all 8 nights next year
 3. Christmas Lights, contest and Cookies with Santa
 - a. Cindy K and Stewart O came to the meeting to talk about lights in the park and asked about getting funding? \$500 – Mike reported that they have lights for sale at ace hardware
 - b. Still having problems with volunteers helping
 - c. Lighting contest will be the same as last year
 - d. Cookies with Santa
 1. Start decorating at 6 pm on Friday, Dec 7
 2. Ken will do Sat evening and Sunday
 3. Jill will Mrs. Claus
 4. Need Santa for Sat morning
 5. Don and Cindy volunteered to decorate on Friday
 6. Julie wants to use a canvas drop cloth instead of tarp
 7. Need someone for cookies
 8. Fred suggested to focus more on getting companies to donate money to pay to have companies to come set it up because of the volunteers

9. Jeremy made as suggestion to make it a contest for group to come out and decorate – high schools, other groups
4. FY2020 Event Plan
 - a. Need to have the plan completed in February 2020
 - b. Julie doesn't want to remove and doesn't want to add unless there is commitment
 - c. Ken, if there is anything more that community wants us to do
5. Radio Advertising
 - a. Visit with 7s and Gameday for business ads for Nov & Dec
 - b. Mix in cookies with Santa
 - c. Need to get an ad in for small business Sat
 - d. Special Downs link on website for ½ day
5. Public Comment
6. Motions
 1. Motion to Approve the July 12, 2018 Events Committee Meeting Minutes (Cyndi / Jill - 6-1 Steve decent)
 2. Motion to Approve Purchases for Christmas (Steve / Cyndi 7-0)
7. Motion to Adjourn at 7:32 pm (Fred / Julie 7-0)